



In order to adhere to National Standards for Community Foundations, ACF and Affiliates are required to follow certain branding and marketing procedures. As such, ACF has developed a variety of tools and processes to assist Affiliates with communications and marketing needs.

### ***Summary of Communications and Marketing Services***

1. Website
  - a. Develop, maintain, and improve infrastructure and security
  - b. Create and edit content
2. DonorCentral
  - a. Provide summaries of grants and gifts made
  - b. Display fund balances, spendable, and fund statements
  - c. Provide access to data on nonprofits in ACF's database
  - d. Provide access to downloadable donor information for thank you letters
3. Marketing Materials
  - a. Provide support for branding guidelines
  - b. Assist with printing preparation
  - c. Provide graphic designer support for customized marketing materials
4. Press & Promotion
  - a. Provide tutorials and templates for press releases
  - b. Provide opportunities to incorporate Affiliate communications with ACF's
  - c. Assist with gathering and sharing stories and photos
5. Affiliate Toolkit
  - a. Create and maintain library of various document templates for use by Affiliates
  - b. Create and maintain style guide

### ***Affiliate Communications & Graphics Manual***

1. Detailed list of Communications and Marketing services provided by ACF
2. Best practices for internal and external communications for Affiliates
3. Summary of Affiliate Toolkit resources
4. Branding and formatting guidelines
5. Grammar and punctuation guidelines



### ***Affiliate Toolkit***

*The Affiliate Toolkit contains a library of templates and customized marketing materials for each Affiliate.*

1. Affiliate Communications and Graphics Manual
2. ACF Support to Affiliates (this document)
3. Logo versions
4. Affiliate overview
5. Rack card
6. Brochure
7. Letterhead template
8. Newsletter template
9. Press release template
10. Remit envelope
11. Pledge form
12. Thank you card
13. Sampled bequest language
14. Other donation information

### ***Review Process***

1. **External communications materials (excluding social media content) should be submitted to ACF for final proofing.** Working as a team, we can utilize this review process to ensure adherence to National Standards for Community Foundations and maintain a consistent and strong brand across Affiliates.
2. Responsibilities of Advisory Board Members and/or Program Managers:
  - a. Draft and/or seek assistance from other ACF staff to draft content, utilizing the Affiliate Communications & Graphics Manual and Affiliate Toolkit to help streamline the review process.
  - b. Determine desired timeline for final materials.
  - c. **Submit review request to Mariko and Shawn with as much lead time as possible, and communicate if any of these requests are time sensitive.**
3. Responsibilities of Mariko and Shawn:
  - a. Provide initial review and feedback on content.
  - b. Coordinate review and final proofing with Communications & Marketing staff.
4. Responsibilities of Communications & Marketing Staff:
  - a. Review and provide feedback on content and branding/design of materials.
  - b. Provide final proofing of materials; **ACF aims to provide as quick of a turnaround time as possible and understands that some materials require a faster turnaround time and will accommodate this whenever possible.**